

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Previously Presented) A computer-implemented method for use in a customer interaction center system, the method comprising:
- receiving by an interaction center agent device, for presentation in a single user interface panel work area, information pertaining to a particular customer with whom a human interaction center agent viewing the user interface panel is interacting in an interaction session;
  - receiving, by the interaction center agent device, for presentation in a common message area on the user interface panel, an electronic broadcast message from a supervisor work station, the electronic broadcast message being received both by the interaction center agent device and by one or more other interaction center agent devices; and
  - displaying the electronic broadcast message in the common message area by automatically scrolling the electronic broadcast message across the common message area, wherein automatically scrolling the electronic broadcast message comprises displaying a text or graphical element of the electronic broadcast message as moving across the common message area.
2. (Canceled)
3. (Currently Amended) The computer-implemented method of claim 1, wherein the electronic broadcast message ~~include~~includes a visual identifier to indicate a priority associated with the electronic broadcast message.
4. (Previously Presented) The computer-implemented method of claim 1, wherein the electronic broadcast message is displayed according to a criterion including at least one of

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